



The Wyoming Office of Tourism (WOT), the only statewide Destination Marketing Organization (DMO) dedicated to growing Wyoming's tourism economy, is seeking a **Global Insights & Research Manager** to join the Brand Studio team. The primary role of the **Global Insights & Research Manager** is to support and assess WOT's central strategy, initiatives and KPI's (Key Performance Indicators) through the development, management, and execution of all research efforts. Qualified candidates will have travel, tourism and hospitality experience, and be hyper-aware of next-generation technology and distribution trends.

The **Global Insights & Research Manager** will create and manage a research strategy to gain actionable insights and inform future campaign and initiative decisions for domestic and international markets. The person filling this position will manage research vendor relationships and budgets, author reports, and present integrated insights to the Wyoming tourism industry. Close interaction with a variety of internal and external teams is expected, including WOT's vendors, key stakeholders, WY business partners, and other interdepartmental support staff. This position reports directly to the Director of Brand Strategy. In essence, the **Global Insights & Research Manager** will maintain extensive research on the evolving travel habits, preferences and intentions of leisure travelers through a variety of on-going research programs.

Responsibilities:

- Develop, curate, manage, and execute new and existing strategic research programs to:
 - determine validity and changes in new and existing markets
 - analyze and interpret travel trends
 - evaluate the success and ROI of WOT's marketing strategy
- Solicit bids from potential outside vendors then make recommendations on and select research vendors(s) to conduct research on behalf of WOT
- Manage the relationship, work and budgets of selected research vendors to ensure accurate and timely insights
- Conduct qualitative and quantitative research, including data collection from a variety of sources (not limited to local, state-wide, national and international data sets, syndicated research, industry reports and travel trends, on- and off-site data analytics platforms such as Google Analytics, as well as consumer demographics, preferences, and needs), field services for focus group recruitment and hosting, individual depth interviews, triads or opinion polls, to determine target markets, messaging, user experience on digital platforms, campaign performance and optimization, and the direct impact of WOT's efforts on influencing travel to Wyoming
- Prioritize, evaluate, and implement improvements to measurement strategies, objectives, needs and timelines
- Effectively internalize, communicate and present research efforts, information and insights and respond to questions in a clear, concise and meaningful manner to various audiences with varied levels of expertise, including multiple stakeholders, management and constituents
- Evolve WOT's integrated dashboard and maintain inventory of key research documents
- Fulfills ad-hoc analysis inquiries for management and stakeholders as needed

Experience & Required Skills:

- Bachelor's degree in Marketing, Psychology, Sociology, Statistics, Mathematics or related field, with an advanced degree preferred
- Minimum of four (4) years of experience in market research as an analyst, senior analyst, supervisor, or project manager with duties focused on identifying and validating data and marketing objectives showing continued track record of innovation, creativity, and reporting results; one-three (1-3) years of experience proactively identifying marketing insights that support overall company strategy with duties in communications, advocacy or external relations; five (5) years travel/hospitality experience preferred
- A deep understanding and intrinsic passion for Wyoming
- Excellent analytical skills with a logical and methodical approach to problem solving and meticulous attention to detail
- High level of experience working with analytical software and tools (e.g. Google Analytics, Facebook Insights, Google Adwords, Radian6, Excel, website optimization tools for A/B and multivariate testing, etc.)
- High level of experience in current analysis techniques, concepts, procedures, trends and best practices, including segmentation, factor analysis, correlation analysis and regression analysis with global marketplace experience in multiple languages preferred
- Strong verbal, written, creative visualization and interpersonal communication skills with the ability to convey overarching strategic concepts, detailed data and conclusions in an organized, concise and meaningful manner for audiences with varied levels of expertise
- Self-motivated, with the ability to work well independently to lead projects proactively, and ability to work on a team in a manner that builds trust, rapport, and strong working relationships
- An understanding of public sector business processes

Applications are available on the web: www.wyomingofficeoftourism.gov. Send application, resume and salary history to Katie O'Bryan at the Wyoming Business Council, 214 W. 15th Street, Cheyenne, WY 82001 or e-mail applications to wbc-applications@wyo.gov. This position will remain open until filled.

Salary commensurate with experience. The Wyoming Office of Tourism is an at-will employer. This position is located in Cheyenne, WY.